

THE YALE BROADCASTING COMPANY, INC.

TELEVISION RATE CARD*

Length of Telecast	1 Time	6 Times	10 Times
60 minutes	\$90.00	\$76.50	\$63.00
50 minutes	80.00	68.00	56.00
30 minutes	50.00	42.50	35.00
25 minutes	47.00	39.95	32.90
15 minutes	30.00	25.50	21.00
10 minutes	23.00	19.55	16.10
5 minutes	12.00	10.20	8.40
1 minute	5.00	4.25	3.50
15 seconds	2.50	2.12	1.74
10 seconds	2.00	1.70	1.40

*Simulcast rates: radio and TV---local sponsors only.

